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**ABSTRACT OF THE DISCLOSURE**

A system and method for reprogramming a device using programming data that is transmitted over a broadcast network. In one embodiment, a smart toy works cooperatively with an interactive television system to provide an easy-to-use means for reprogramming the toy. The interactive television system has a broadcast station that transmits a carousel of data modules over a unidirectional broadcast link to a group of receiving stations. A radio frequency (RF) transceiver in the receiving station and a corresponding transceiver in the toy provide a bidirectional communications link communicates over which the data modules are transmitted from the receiving station to the toy. The data modules (e.g., data files or application code) are used to reprogram the smart toy. Particular ones of the data modules are selected, either manually or by filtering them according to user preferences, and the toy is reprogrammed with the selected modules. The user preferences can be explicitly entered or they can be constructed by the system according to the use of the toy. The toy can serve as an input device for uploading user preferences or other data to the receiving station or broadcast station. The receiving station can transmit signals to the toy, which can then provide notifications or cues to a user.

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